

**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE AMENDING TITLE 20 (ZONING), CHAPTER 20.18 (SIGN REGULATIONS) OF THE EL PASO CITY CODE TO REVISE STANDARDS FOR MANUFACTURER IDENTIFICATION SIGNS IN C-3 AND C-4 ZONING DISTRICTS. THE PENALTY IS AS PROVIDED FOR IN CHAPTER 20.24 OF THE EL PASO CITY CODE.**

**WHEREAS**, Title 20 (Zoning) of the El Paso City Code, Chapter 20.18 (Sign Regulations) provides standards for signage in the city; and

**WHEREAS**, the current language permits manufacturer identification signs in C-3 and C-4 zoning districts when 70% or more of the business inventory for sale is in an outdoor location and accessible to the public; and,

**WHEREAS**, this provision is reasonable for an automobile dealership but should also be allowed for other motorized vehicles; and,

**WHEREAS**, a public hearing regarding the proposed amendment was held before the City Plan Commission, and the Commission recommended approval of the amendment; and,

**WHEREAS**, the El Paso City Council has determined that this amendment is in the best interest of the public and will promote the public health, safety and welfare of the City;

**NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF EL PASO:**

**SECTION 1.** That Title 20, Zoning, Chapter 20.18, Sign Regulations, of the El Paso City Code be amended as follows:

1. That Section 20.18.450, **C-2, C-3, C-4, Q, M-1, M-2 and M-3 districts.**

A. Monument signs shall comply with the following requirements, be amended as follows:

Districts	Permit Required	Maximum Number	Maximum Height	Maximum Sign Area
Primary signs in C-2, C-3, C-4, Q, M-1, M-2 and M-3 with major or super arterial frontage	Yes	One per street frontage for premises < six acres, not to exceed three signs per premise; two per street frontage for premises of six acres or more, not to exceed four signs per premise	25 feet	150 square feet
Primary signs in C-2, C-3, C-4, Q, M-1, M-2 and M-3 with interstate or freeway frontage	Yes	One per street frontage for premises < six acres, not to exceed three signs per premise; two per street frontage for premises of six acres or more, not to exceed four signs per premise	35 feet above ground at the sign or the pavement grade of the freeway, whichever is greater	250 square feet
Shopping Center primary monument signs in C-2, C-3, C-4, Q, M-1, M-2 and M-3 with arterial frontage	Yes	One per street frontage for premises < six acres, not to exceed three signs per premise; two per street frontage for premises of six acres or more, not to exceed four signs per premise	45 feet	< 1 acre, 200 square feet 1 acre and up, 250 square feet
Shopping Center primary monument signs in C-2, C-3, C-4, Q, M-1, M-2, and M-3 with interstate or freeway frontage	Yes	One per street frontage for premises < six acres, not to exceed three signs per premise; two per street frontage for premises of six acres or more, not to exceed four signs per premise	45 feet above ground at the sign or the pavement grade of the freeway, whichever is greater	< 5 acres, 350 square feet 5 acres and up, 450 square feet
Detached buildings in shopping centers in C-2, C-3, C-4, M-1, M-2 and M-3	Yes	One per detached building	25 feet	80 square feet
Manufacturer identification signs in C-3 and C-4, where business inventory consists of motorized vehicles for sale, <b>some in an outdoor location that is accessible to customers.</b>	Yes	One per licensed manufacturer	25 feet	Combined square footage of all manufacturer signs shall not exceed 300 square feet

2. That Section 20.18.450, **C-2, C-3, C-4, Q, M-1, M-2 and M-3 districts.**

B. Pole signs shall comply with the following requirements, be amended as follows:

Districts	Permit Required	Maximum Number	Maximum Height	Maximum Sign Area
Primary signs in C-2, C-3, C-4, Q, M-1, M-2 and M-3 with arterial frontage	Yes	Premises up to one acre, not more than one per premise; premises > one acre up to six acres, not more than one per street frontage not to exceed two per premise; premises > six acres, not more than two per street frontage not to exceed four per premise	25 feet	150 square feet
Primary signs in C-2, C-3, C-4, Q, M-1, M-2 and M-3 with interstate or freeway frontage	Yes	Premises up to one acre, not more than one per premise; premises > one acre up to six acres, not more than one per street frontage not to exceed two per premise; premises > six acres, not more than two per street frontage not to exceed four per premise	35 feet above ground at the sign or the pavement grade of the freeway, whichever is greater	200 square feet
Detached buildings in shopping centers in C-2, C-3, C-4, M-1, M-2 and M-3	Yes	One per detached building	25 feet	80 square feet
Manufacturer identification signs in C-3 and C-4, where business inventory consists of motorized vehicles for sale, some in an outdoor location that is accessible to customers.	Yes	One per licensed manufacturer	25 feet	Combined square footage of all manufacturer signs shall not exceed 300 square feet

**SECTION 2.** Except as expressly herein amended, Title 20, Zoning, of the El Paso City Code shall remain in full force and effect.

ADOPTED THIS \_\_\_\_\_ day of \_\_\_\_\_ 2011.

CITY OF EL PASO

ATTEST:

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Richarda Duffy Momsen, City Clerk

APPROVED AS TO FORM:

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Lupe Cuellar  
Assistant City Attorney

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John F. Cook, Mayor

APPROVED AS TO CONTENT:

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Mathew S. McElroy, Deputy Director  
Planning and Economic Development Dept.